

**REMARKS**

Claims 1-3 and 5-22 are pending in the application.

On page 2 of the Office Action, claims 1-3 and 5-22 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 5,319,542 (King) in view of U.S. Patent Publication No. 2002/0010651 (Cohn).

King is directed to a system including an Electronic Catalogue having a Public Catalog and a Private Catalog. According to King, the public catalog is stored on a publicly available database for access by customer/requestors. The Private Catalogue is resident on a customer's computer system and may contain unique pricing data based on pricing agreements.

Cohn is directed to a searchable network of on-line directories of service providers and a method for a user to use the network to obtain or market products and services on the Internet. The system includes Network Data Sharing, Geographic Radius Searching, and Partner Web Site Branding.

Applicants respectfully submit that independent claims 1, 5, 6, 7, 9, 15, 16, 17, and 19-21 are patentable over the references, as the combination of references proposed by the Examiner on page 3 of the Office Action would change the principle of operation of the reference being modified, that is, King. See Office Action, page 3 (text beginning with the last paragraph). Therefore, the teaching of the references are not sufficient to render the claims of the present invention *prima facie* obvious. See *In re Ratti*, 270 F.2d 810, 123 USPQ 349 (CCPA 1959).

King clearly states that one of the two major components of its system is an electronic catalog segment including a public catalog and a private catalog. According to King, the private catalog functions allow customers to load products on their own local computer systems rather than the public catalog. The database of the private catalog is customer specific. See King, column 2, lines 19-23. King further states that private catalogs permit individual customers to control or limit the products or services, as desired by the customer. Private catalogs also allow separate pricing structures for different customers based upon negotiated agreements with suppliers, according to King. See King, column 1, lines 46-53. Therefore, the operation of private catalogs in King is imperative to its system.

Applicants respectfully submit that if Cohn were combined with King, the principle of operation of King would be modified. In particular, as the Examiner appreciates, if the references were combined, the system of King in which private catalogs are utilized as well as public catalogs would be modified such that the data would be centralized, as in Cohn. For

example, Cohn utilizes a catalog synchronization process (CSP), which is a *distributed* process that keeps information updated across load-balanced PLI Web Servers. See Cohn, page 8, paragraph 0098. When combined with King, the centralization of Cohn would cause the private catalog system of King to be centralized, thereby defeating the current principle of operation of King, that is, operation of both a private catalog system and a public catalog system.

In light of the foregoing, Applicants respectfully submit that the subject matter of the present invention, as defined by claims 1, 5, 6, 7, 9, 15, 16, 17, and 19-21, is not *prima facie* obvious. As dependent claims 2-3, 8, 10-14, 18, and 22 depend from the independent claims, the dependent claims are patentable over the references for at least the reasons presented above.

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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